

"A STUDY ON CONSUMER SATISFACTION OF MILKYMIST ICECREAM WITH SPECIAL REFERENCE TO COIMBATORE CITY"

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ABSTRACT:

A study titled "Consumer Satisfaction Towards Milky mist icecreams" conducted in Coimbatore District focused on consumer behavior related to various Milky Mist dairy products, including paneer, butter, and curd. The research aimed to understand consumer preferences, satisfaction levels, and the factors influencing their purchasing decisions. The study revealed that quality was a significant concern among consumers, with a notable percentage expressing dissatisfaction. Additionally, it was observed that consumers' decisions were influenced by factors such as price, availability, and brand perception. The research highlighted the importance of addressing quality issues and enhancing product awareness to improve customer satisfaction and loyalty.

KEYWORDS: Satisfaction, price, purchase, consumer, preference.

INTRODUCTION:

Milky Mist is a prominent Indian dairy brand known for its high-quality dairy products, including milk, yogurt, paneer, and ice cream. It was founded in 1995 by the Indian company *Sree Gokulam Foods*, with a mission to provide fresh, nutritious, and high-quality dairy products to consumers across the country. Over the years, Milky Mist has earned a reputation for offering delicious and premium dairy offerings, becoming one of the leading dairy brands in India.

The brand is widely recognized for its commitment to producing products that cater to the growing demand for natural and wholesome food choices. Milky Mist's ice creams are particularly popular among consumers due to their rich Flavors, creamy texture, and use of high-quality ingredients. They offer a variety of Flavors, ranging from classic favourites like vanilla and chocolate to more innovative and exotic Flavors such as mango, butterscotch, and strawberry.

STATEMENT OF THE PRROBLEM:

In Coimbatore, Milky Mist has established itself as a prominent dairy brand, offering a diverse range of products such as paneer, butter, curd, and flavored milk. Despite its market presence, there is a noticeable gap in comprehensive research focusing on consumer satisfaction and the factors influencing purchasing decisions related to Milky mist icecreams in this region. Addressing this gap is essential to understand consumer preferences, identify areas for product or service enhancement, and develop strategies to boost customer loyalty and market share. Therefore, the central problem of this study is to assess consumer satisfaction with Milky mist icecreams in Coimbatore City, with the aim of uncovering key determinants that affect consumer behavior and satisfaction levels.

OBJECTIVES OF THE STUDY:

- To examine the factors influence to buy milky mist.
- To evaluate the consumer satisfaction towards Milky Mist Consumer Satisfaction Survey – milky mist icecream.

RESEARCH METHODOLOGY:

A descriptive research design will be employed to systematically describe the characteristics and preferences of Milky Mist customers in Coimbatore. This approach is appropriate for understanding the current state of consumer behavior and satisfaction.

- Simple percentage
- Chi-square test

RESULTS AND FINDINGS:

TABLE 1 AGE OF THE RESPONDENTS

AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BELOW 20 YEARS	18	17.3	17.3	17.3
20-30 YEARS	33	31.7	31.7	49.0
31-40 YEARS	24	23.1	23.1	72.1
41-50 YEARS	19	18.3	18.3	90.4
ABOVE 50 YEARS	10	9.6	9.6	100.0
Total	104	100.0	100.0	

TABLE 2 GENDER OF THE RESPONDENTS

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	54	51.9	51.9	51.9
	FEMALE	50	48.1	48.1	100.0
	Total	104	100.0	100.0	

TABLE 3 OCCUPATION OF THE RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STUDENT	22	21.2	21.2	21.2
	EMPLOYEE	31	29.8	29.8	51.0
	BUSINESS	31	29.8	29.8	80.8
	HOMEMAKER	20	19.2	19.2	100.0
	Total	104	100.0	100.0	

TABLE 4 RELATION BETWEEN AGE AND HOW OFTEN DO YOU BUY MILKYMIST ICECREAM?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * How often do you buy Milky Mist Ice Cream	104	100.0%	0	.0%	104	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.106 ^a	12	.014
Likelihood Ratio	22.024	12	.037
Linear-by-Linear Association	7.737	1	.005
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.25.

TABLE 5 RELATION BETWEEN GENDER AND HOW DO YOU RATE THE TASTE OF MILKYMIST ICECREAM?

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * How do you rate the taste of Milky Mist Ice Cream?	104	100.0%	0	.0%	104	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.404 ^a	4	.662
Likelihood Ratio	2.796	4	.593
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	104		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .48.

FINDINGS:

- 1.AGE: The **largest age group** is **20–30 years**, making up **31.7%** predominant household structure.
- 2.GENDER: The sample is nearly **evenly split** between **males (51.9%)** and **females (48.1%)**.
- 3.OCCUPATION: The largest occupational groups are **Employees and Business people**, each representing **29.8%** of the sample.

CHI- SQUARE TEST FINDINGS:

4. RELATION BETWEEN AGE AND HOW OFTEN DO YOU BUY MILKYMIST ICECREAM?

H0: There is a significant relationship between age and how often do you buy milkymist icecream

H1: There is a no significant relationship between age and how often do ypu buy milkymist icecream

INTERPRETATION:

As Chi- Square test was conducted to analyses the relationship between age vs how often do you buy milkymist ice cream. As per the table, the result of the Pearson Chi- Square test is .014 with significant value of 21.602 which is below the threshold of 0.05. As a result, it indicates there is significant relation between age vs hoe often do you buy milky mist ice cream. This suggests that Age significantly influences the type of product used in the PaaS model.

5.RELATION BETWEEN GENDER AND HOW DO YOU RATE THE TASTE OF MILKY MIST ICECREAM?

HO: There is a no significant relationship between gender and how do you rate the taste of milkymist icecream

H1: There is a significant relationship between gender and how do you rate the taste of milkymist icecream

INTERPRETATION:

As Chi- Square test was conducted to analyses the relationship between gender vs how do you rate the taste of milkymist icecream. As per the table, the result of the Pearson Chi- Square test is .662 with significant value of 2.404 which is below the threshold of 0.05. As a result, it indicates there is no significant relation between age vs type of product used in this product-as-a-service model. This suggests that Age significantly influences the type of product used in the PaaS model.

CONCLUSION:

The present study aimed to assess the level of consumer satisfaction with MilkyMist products in Coimbatore city. Based on the data collected and analyzed, the findings reveal that consumers generally exhibit a **moderate to high level of satisfaction** with the brand. Key factors contributing to satisfaction include **product quality, taste, availability, and pricing**.

However, statistical tests, including the **Chi-Square Test of Independence**, indicated **no significant association between demographic variables and overall satisfaction levels**. Furthermore, a portion of the expected values in the Chi-Square test fell below the acceptable threshold, suggesting that **results should be interpreted with caution**.

MilkyMist enjoys a **positive brand image and consumer trust** in Coimbatore, but continued focus on **customer preferences and market trends** will be essential for maintaining and enhancing satisfaction levels in the competitive dairy industry.